ABSTRACT OF THE DISCLOSURE

A Web site address management apparatus that automatically executes updating of a URL list. The address management apparatus detects connection trials made by a browser for connection to Web sites, and records the number of instances of success in connection (instances of reference) and the number of continuous occurrences of connection failure with respect to each of URLs of the Web sites. If a URL addition condition is satisfied by the number of instances of reference in a predetermined time period with respect to one of the URLs, the address management apparatus adds the URL to the URL list. If the number of instances of reference in a predetermined time period with respect to one of the URLs is smaller than a predetermined number, the address management apparatus deletes the URL from the URL list. Further, when the number of continuous occurrences of connection failure with respect to one of the URLs becomes equal to a predetermined number, the address management apparatus deletes the URL from the URL list.